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Political Communication

INTRODUCTION

Political communication relates to the communication of knowledge, values and attitudes. The processes of socialization, participation and recruitment are dependant upon it as the political activity of the individual is determined by the process of political communication. In the words of Althoff and Rush, "Political communication is the transmission of politically relevant information from one part of the political system to another and between the social and the political system". According to Karl W. Deutsch, "it is the dynamic element of a political system".

The study of political communication has acquired growing importance in recent years. The effectiveness of the different political systems is examined through a comparative analysis of the performance of political communication. "Communication performance can hinder or enhance the development of other kinds of system activity. Thus, underlying interest articulation is the opportunity for individuals to exchange thoughts freely which greatly enhances the likelihood of their forming groups and making demands upon the political system. Information obtained from newspapers or television about conditions in the political system or about actions of political leaders may determine the types of support rendered and demands initiated".

COMMUNICATION STRUCTURES

Communication system is fundamental to all kinds of interactions among the human beings. In a modern society the mass media like radio and television are the most specialised and differentiated communication structures. However, communication structures are classified into five categories :

- informal face to face contacts,
- traditional social structures relating to family or religious group relationship,
- political output structures such as interest groups, pressure groups, trade unions and political parties,

Political Communication And Public Opinion In America

Jessica J Manson



Political Communication And Public Opinion In America:

The Top Books of the Year Political Communication And Public Opinion In America The year 2023 has witnessed a remarkable surge in literary brilliance, with numerous engrossing novels captivating the hearts of readers worldwide. Lets delve into the realm of popular books, exploring the engaging narratives that have charmed audiences this year. The Must-Read : Colleen Hoover's "It Ends with Us" This heartfelt tale of love, loss, and resilience has captivated readers with its raw and emotional exploration of domestic abuse. Hoover masterfully weaves a story of hope and healing, reminding us that even in the darkest of times, the human spirit can succeed. Uncover the Best : Taylor Jenkins Reids "The Seven Husbands of Evelyn Hugo" This spellbinding historical fiction novel unravels the life of Evelyn Hugo, a Hollywood icon who defies expectations and societal norms to pursue her dreams. Reids absorbing storytelling and compelling characters transport readers to a bygone era, immersing them in a world of glamour, ambition, and self-discovery. Discover the Magic : Delia Owens "Where the Crawdads Sing" This captivating coming-of-age story follows Kya Clark, a young woman who grows up alone in the marshes of North Carolina. Owens crafts a tale of resilience, survival, and the transformative power of nature, entrancing readers with its evocative prose and mesmerizing setting. These popular novels represent just a fraction of the literary treasures that have emerged in 2023. Whether you seek tales of romance, adventure, or personal growth, the world of literature offers an abundance of compelling stories waiting to be discovered. The novel begins with Richard Papan, a bright but troubled young man, arriving at Hampden College. Richard is immediately drawn to the group of students who call themselves the Classics Club. The club is led by Henry Winter, a brilliant and charismatic young man. Henry is obsessed with Greek mythology and philosophy, and he quickly draws Richard into his world. The other members of the Classics Club are equally as fascinating. Bunny Corcoran is a wealthy and spoiled young man who is always looking for a good time. Charles Tavis is a quiet and reserved young man who is deeply in love with Henry. Camilla Macaulay is a beautiful and intelligent young woman who is drawn to the power and danger of the Classics Club. The students are all deeply in love with Morrow, and they are willing to do anything to please him. Morrow is a complex and mysterious figure, and he seems to be manipulating the students for his own purposes. As the students become more involved with Morrow, they begin to commit increasingly dangerous acts. The Secret History is a masterful and thrilling novel that will keep you wondering until the very end. The novel is a warning tale about the dangers of obsession and the power of evil.

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